

What is claimed is:

1. A method for forcing a forced advertisement during a presentation of a television program, comprising:

determining a point at which the forced advertisement is to be presented during the presentation of a television program;

selecting an advertisement to be presented as the forced advertisement; and

presenting the forced advertisement at the point in the presentation of the television program.

2. The method of claim 1, further comprising:

receiving the forced advertisement in advance of the point in the presentation of the television program; and

storing the forced advertisement.

3. The method of claim 1, further comprising requesting the forced advertisement at the point in the presentation of the television program.

4. The method of claim 1, wherein determining the point at which the forced advertisement is to be presented during the presentation of the television program comprises determining when a certain advertisement is being broadcast.

5. The method of claim 1, wherein determining the point at which the forced advertisement is to be presented during the presentation of the

television program comprises determining when a certain time of day occurs.

6. The method of claim 1, wherein determining the point at which the forced advertisement is to be presented during the presentation of the television program comprises determining when a certain point in the television program is reached.

7. The method of claim 1, wherein selecting the advertisement to be presented as the forced advertisement comprises determining the content of a broadcast advertisement that is being replaced by the forced advertisement.

8. The method of claim 1, wherein selecting the advertisement to be presented as the forced advertisement comprises determining the content of the television program.

9. The method of claim 1, wherein presenting the forced advertisement at the point in the presentation of the television program comprises continuing to present the forced advertisement after a television viewer attempts to change channels.

10. The method of claim 1, wherein presenting the forced advertisement at the point in the presentation of the television program comprises continuing to present the forced advertisement after the television viewer turns off and on user equipment through which the television program is being presented.

11. A method of presenting a forced advertisement to a television viewer comprising:
detecting the forced advertisement in an incoming video stream;
displaying the forced advertisement; and
preventing the television viewer from changing channels during playing of the forced advertisement.

12. The method of claim 11, wherein presenting of the forced advertisement comprises continuing to present the forced advertisement after the television viewer turns on and off user equipment on which the forced advertisement was being presented.

13. The method of claim 11, wherein presenting of the forced advertisement comprises storing the forced advertisement in the user equipment on which the forced advertisement was being presented.

Sub A' →
14. A method of presenting a forced advertisement to a television viewer comprising:
detecting the forced advertisement in an incoming video stream;
displaying the forced advertisement; and
continuing to present the forced advertisement after the television viewer turns on and off user equipment on which the forced advertisement was being presented.

15. The method of claim 14, wherein presenting of the forced advertisement comprises preventing the television viewer from changing channels during playing of the forced advertisement.

*AI
contd*

16. The method of claim 14, wherein presenting of the forced advertisement comprises storing the forced advertisement in the user equipment.

17. A system for forcing a forced advertisement during a presentation of a television program, comprising:

a processor that determines a point at which the forced advertisement is to be presented during the presentation of the television program, and selects an advertisement to be presented as the forced advertisement; and

a display that presents the forced advertisement at the point in the presentation of the television program.

18. The system of claim 17, further comprising a storage device that receives the forced advertisement in advance of the point in the presentation of the television program and stores the forced advertisement.

19. The system of claim 17, wherein the processor requests the forced advertisement at the point in the presentation of the television program.

20. The system of claim 17, wherein the processor, in determining the point at which the forced advertisement is to be presented during the presentation of the television program, determines when a certain advertisement is being broadcast.

21. The system of claim 17, wherein the processor, in determining the point at which the forced

advertisement is to be presented during the presentation of the television program, determines when a certain time of day occurs.

22. The system of claim 17, wherein the processor, in determining the point at which the forced advertisement is to be presented during the presentation of the television program, determines when a certain point in the television program is reached.

23. The system of claim 17, wherein the processor, in selecting the advertisement to be presented as the forced advertisement, determines the content of a broadcast advertisement that is being replaced by the forced advertisement.

24. The system of claim 17, wherein the processor, in selecting the advertisement to be presented as the forced advertisement, determines the content of the television program.

25. The system of claim 17, wherein the processor, in causing the display to present the forced advertisement at the point in the presentation of the television program, causes the display to continue to present the forced advertisement after a television viewer attempts to change channels.

26. The system of claim 17, wherein the processor, in causing the display to present the forced advertisement at the point in the presentation of the television program, causes the display to continue to present the forced advertisement after a television viewer turns processor off and on.

27. A system for forcing a forced advertisement during a presentation of a television program, comprising:

a first processor that determines a point at which the forced advertisement is to be presented during the presentation of the television program;

a second processor that selects an advertisement to be presented as the forced advertisement; and

a display that presents the forced advertisement at the point in the presentation of the television program.

28. The system of claim 27, further comprising a storage device that receives the forced advertisement in advance of the point in the presentation of the television program and stores the forced advertisement.

29. The system of claim 27, wherein at least one of the first processor and the second processor requests the forced advertisement at the point in the presentation of the television program.

30. The system of claim 27, wherein at least one of the first processor and the second processor, in determining the point at which the forced advertisement is to be presented during the presentation of the television program, determines when a certain advertisement is being broadcast.

31. The system of claim 27, wherein at least one of the first processor and the second processor, in

determining the point at which the forced advertisement is to be presented during the presentation of the television program, determines when a certain time of day occurs.

32. The system of claim 27, wherein at least one of the first processor and the second processor, in determining the point at which the forced advertisement is to be presented during the presentation of the television program, determines when a certain point in the television program is reached.

33. The system of claim 27, wherein at least one of the first processor and the second processor, in selecting the advertisement to be presented as the forced advertisement, determines the content of a broadcast advertisement that is being replaced by the forced advertisement.

34. The system of claim 27, wherein at least one of the first processor and the second processor, in selecting the advertisement to be presented as the forced advertisement, determines the content of the television program.

35. The system of claim 27, wherein at least one of the first processor and the second processor, in causing the display to present the forced advertisement at the point in the presentation of the television program, causes the display to continue to present the forced advertisement after a television viewer attempts to change channels.

36. The system of claim 27, wherein at least one of the first processor and the second processor, in causing the display to present the forced advertisement at the point in the presentation of the television program, causes the display to continue to present the forced advertisement after a television viewer turns processor off and on.

37. A system for presenting a forced advertisement to a television viewer comprising:

a processor that determines the forced status of an incoming advertisement and that prevents the television viewer from changing channels during the play of the forced advertisement; and

a display that displays the forced advertisement.

38. The system of claim 37, wherein the processor also causes the display to continue to present the forced advertisement after the television viewer turns user equipment on and off on which the forced advertisement was being presented.

39. The system of claim 37, further comprising a storage device that receives the forced advertisement and stores the forced advertisement.

40. A system for presenting a forced advertisement to a television viewer comprising:

a processor that determines the forced status of an incoming advertisement and that continues to present the forced advertisement after the television viewer turns on and off user equipment on which the forced advertisement was being presented; and

A' could

~~a display that displays the forced advertisement.~~

~~41. The system of claim 40, wherein the processor also prevents the television viewer from changing channels during playing of the forced advertisement.~~

[illegible]

add A' →